

Dr S Ahiaku Privacy Policy

Date: 26 September 2026

Our contact details

Name: Dr S Ahiaku

Website: DrSAhiaku.com

WhatsApp: +44 7414 117 243

Email: DrSAhiaku@gmail.com

Dr S Ahiaku is responsible for the personal information described in this Privacy Policy.

The type of personal information we collect

We may collect and process the following information:

- Names
- Email addresses
- Telephone and WhatsApp contact details
- Gender
- Date of birth
- Location and address
- Dental and relevant medical information
- Dental treatment history
- Photographs of your face and teeth
- Clinical photographs taken during dental care
- Photographs of your teeth provided by you
- Videos of virtual consultations
- Information relating to appointments, assessments, referrals and treatment
- Information contained within correspondence between you and Dr S Ahiaku

We only collect information that is relevant to providing, planning, managing or communicating about your dental care and related services.

How we get your personal information and why we have it

Most of the personal information we process is provided to us directly by you.

You may provide information when you:

- Book or request an appointment
- Request a dental assessment or consultation
- Ask to join a waiting list
- Provide information for a virtual consultation
- Provide information required to facilitate your dental care
- Communicate with us about your appointments, treatment or care
- Provide photographs or other information to help us assess your dental concerns

We may also receive information from another dental professional or colleague who refers you to us and requests that we carry out an assessment, consultation or particular treatment on their behalf.

Information provided by a referring clinician may include your contact details, relevant dental or medical history, referral information, radiographs, photographs and other clinical records relevant to the requested care.

We use the information we receive to:

- Arrange and manage appointments
- Contact you about appointments, assessments and treatment
- Assess your dental needs
- Provide dental care
- Create and maintain appropriate dental records
- Develop treatment plans
- Communicate information about fees, treatment, consent, risks, benefits and maintenance
- Communicate with referring dentists or other healthcare professionals where appropriate
- Manage waiting lists and requests for appointments
- Maintain appropriate records of treatment and clinical decision-making
- Contact you using your preferred method of communication where you have provided that information

Where you have been referred by another dental professional, we may communicate relevant information with the referring professional where this is necessary to facilitate your care or where you have asked us to do so.

The practices where Dr S Ahiaku provides dental care

Dr S Ahiaku currently provides dental treatment at:

- **Orchard Dental Practice, Moreton**
- **Northway Dental Practice, Maghull**

If you subsequently become a patient at one of these practices, relevant information from your consultation or assessment may be transferred to the practice so that your dental care can be provided and your clinical records maintained.

Information collected directly by the relevant dental practice, including information relating to your medical and dental history, will also be subject to that practice's own data protection and privacy policies.

Lawful basis for processing your information

We process personal information in accordance with applicable UK data protection law.

Depending on the purpose for which information is being processed, we may rely on:

- **Your consent**, where consent is the appropriate lawful basis, including for certain uses of clinical photographs and for optional communications such as marketing.
- **Performance of a contract**, where processing is necessary to arrange or provide services you have requested.
- **Provision of healthcare**, where processing of health information is necessary for the purposes of providing or managing your dental care.
- **Legal or regulatory obligations**, where we are required to retain or disclose information by law.
- **Legitimate interests**, where applicable and where those interests are not overridden by your rights and interests.

Where we rely on your consent, you can withdraw that consent at any time by contacting us at **DrSAhiaku@gmail.com**.

Withdrawal of consent does not affect the lawfulness of processing carried out before consent was withdrawn.

How we store your personal information

Your information is stored securely using encrypted digital systems.

We use **Wix as a data processor** for aspects of our website and associated online services. Information processed through Wix is encrypted. Wix stores personal information in data centres in the **United States of America and Ireland** and may use other group companies or third-party processors where necessary to provide its services.

Where personal information is processed outside the UK, applicable UK data protection requirements relating to international transfers will apply.

Information relating to your dental care may also be stored within the systems of the relevant dental practice where you receive treatment. Those records will be managed in accordance with the relevant practice's data protection and retention policies.

Virtual consultations and patient-supplied photographs

Information collected from an initial virtual consultation may include your name, date of birth, email address, postcode, photographs and video of the consultation.

We retain information from virtual consultations for **8 years**.

If you subsequently become a patient at one of the dental practices where Dr S Ahiaku provides treatment, a copy of the relevant information and notes from the consultation may be transferred to the practice. Information transferred to the practice will then be managed as part of your clinical record.

Photographs of your teeth or face that you **provide yourself**, for example as part of a virtual consultation or assessment, are treated as part of the information associated with your virtual consultation and are retained in accordance with the same arrangements.

This is separate from clinical photographs taken by Dr S Ahiaku or members of the dental practice during your dental care.

Clinical photographs taken during dental care

Clinical photographs may be taken during your dental care for clinical assessment, diagnosis, treatment planning, monitoring and record keeping.

Clinical photographs taken in the dental practice are subject to the consent level you have selected.

There are three levels of consent.

Level 1 — Confidential Clinical Records

Under Level 1 consent, clinical photographs are used solely as part of your confidential dental records and for the purposes of your care.

Once a copy of these photographs has been transferred to and retained by the relevant dental practice within its clinical record system, Dr S Ahiaku will erase the photographs from his own digital storage.

These photographs will not be used for education, research, clinical development, advertising, social media or other public-facing purposes.

Level 2 — Education, Clinical Development or Research

Under Level 2 consent, you allow photographs taken during your dental care to be used for appropriate educational, clinical development or research purposes.

These photographs may be used to support professional education, clinical discussion, teaching, audit, research or development of clinical practice.

Following transfer of the relevant photographs to the dental practice, photographs retained by Dr S Ahiaku for Level 2 purposes will be **pseudonymised**.

Pseudonymisation may include removing direct identifiers and replacing them with information such as your initials, age and patient number held by the practice.

The dental practice will retain its copy of the clinical photographs as part of your clinical record.

Where consent has not been provided for your face to appear in photographs used for Level 2 purposes, photographs showing your face will not be retained by Dr S Ahiaku for those purposes.

Level 3 — Open Publication

Under Level 3 consent, you specifically allow photographs taken during your dental care to be used for **open publication**.

This may include:

- Advertising materials
- Printed publications
- The Dr S Ahiaku website
- Social media
- Other public-facing educational or promotional materials

Level 3 consent is separate from Level 2 consent because these images may be viewed by members of the general public.

Following transfer of the relevant photographs to the dental practice, photographs retained by Dr S Ahiaku for Level 3 purposes will be **pseudonymised** where appropriate.

Pseudonymisation may include removing direct identifiers and replacing them with information such as your initials, age and patient number held by the practice.

Where you have specifically consented to your face being included, photographs may include identifiable facial images.

You will be asked to provide specific consent before your clinical photographs are used for Level 3 open publication.

You can withdraw your consent for future use of photographs at any time by contacting **DrSAhiaku@gmail.com**. Withdrawal will not affect uses that have already taken place before your withdrawal. Where photographs have already been published or distributed, it may not always be possible to completely remove copies that have subsequently been shared or reproduced by others.

Retention of clinical photographs

Photographs retained by Dr S Ahiaku for Level 2 or Level 3 purposes will be pseudonymised following transfer of the relevant images to the dental practice.

The dental practice will retain its own copy of clinical photographs in accordance with its own clinical record retention requirements.

Photographs retained by Dr S Ahiaku for Level 2 or Level 3 purposes will be retained for as long as reasonably necessary for the purposes for which consent has been provided.

Where consent has not been provided for a photograph to include your face, photographs showing your face will be erased from Dr S Ahiaku's digital storage once a copy has been retained by the relevant practice.

Your data protection rights

Under data protection law, you have rights including:

Your right of access

You have the right to ask us for copies of your personal information.

Your right to rectification

You have the right to ask us to correct personal information that you believe is inaccurate. You may also ask us to complete information that you believe is incomplete.

Your right to erasure

You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing

You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to data portability

You may have the right to ask that information you have provided to us is transferred to another organisation, or to you, in certain circumstances.

Your right to object

In certain circumstances, you have the right to object to the processing of your personal information.

Your right to withdraw consent

Where we rely on your consent to process your personal information, you can withdraw that consent at any time.

You are not required to pay a charge for exercising your data protection rights, unless applicable law permits us to charge a reasonable fee in particular circumstances.

We will normally respond to a valid request within one month, although this period may be extended where permitted by law for particularly complex or numerous requests.

To exercise any of these rights, please contact:

Dr S Ahiaku

Email: DrSAhiaku@gmail.com

How to complain

If you have any concerns about how we use your personal information, please contact us first at:

DrSAhiaku@gmail.com

You also have the right to complain to the **Information Commissioner's Office (ICO)** if you are unhappy with how your personal information has been handled.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113

Website: [ICO.org.uk](https://ico.org.uk)

Last updated: 26 September 2026